



WXYZ

# ORDER

Print Date 09/14/12

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Flight Dates **10/09/12-10/15/12**

Contract / Revision      **310708 /**

Original Date / Revision  
09/11/12    09/12/12

Advertiser **Michigan Democratic State (**

Agency    **Three Point Media**

Buying Contact

**1322 G St, SE  
Washington, DC 20003**

Product  
**MDSCC-SC**

Agency Com    15%

Billing Contact  
**1322 G St, SE  
Washington, DC 20003**

Sales Office    EWSDC

Sales Region   NAT

Agency Ref

Order Sep      00:20:00

Estimate #      **1604**

Alt Order #

Billing Type    Cash

Order Type    GENERAL

Billing Cycle   EOM/EOC

Billing Calendar BROADCAST

Demographic   A35+

Rev Codes      POL      POL      PARTY

Product Codes PL

Priority          FX

Advertiser Ref

Primary Account Executive  
Dave Lombardo

Account Executive	Order%	Start Date	End Date
Dave Lombardo	100%		

Order Share %      Market Value

Competing Station	% of Order	Amount
CABLE	%	
UNKWN	100%	
WADL	%	
WDIV	%	
WDWB	%	
WJBK	%	
WKBD	%	
WLPC	%	
WPXD	%	
WTVS	%	
WWJ	%	

## Order Totals

Month	# of Spots	Net Amount	Gross Amount	Rating
October 2012	75	\$77,732.50	\$91,450.00	0.00
<b>Totals</b>	<b>75</b>	<b>\$77,732.50</b>	<b>\$91,450.00</b>	<b>0.00</b>

## Billing Plan

Start Date	End Date	# Spots	Net Amount	Gross Amount
10/01/12	10/15/12	75	\$77,732.50	\$91,450.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals	
														Spots	Amount
N 1	WXYZ	10/09/12	10/15/12	430 AM News 7 Action News This Morni	CM	430a-5a	11111--	:30	5	\$200.00	P-3	0.00	NM	5	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/09/12	10/15/12	11111--			5		\$200.00		0.00				
N 2	WXYZ	10/09/12	10/15/12	5am News M-F 5am News M-F	CM	5-6am M-F	11111--	:30	5	\$700.00	FX	0.00	NM	5	\$3,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/09/12	10/15/12	11111--			5		\$700.00		0.00				
N 3	WXYZ	10/09/12	10/15/12	GMA M-F 7-9am M-F 7-9am	CM	7-9am M-F	1-111--	:30	4	\$1,600.00	FX	0.00	NM	4	\$6,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				



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Contract / Revision **310708** Flight Dates **10/09/12-10/15/12**

Hiatus Dates

Original Date / Revision 09/11/12/ 09/12/12

Order Sep 00:20:00

Advertiser **Michigan Democratic State** Product **MDSCC-SC**

Estimate # **1604**

													Totals	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg Type	Spots	Amount
N 3	WXYZ	10/09/12	10/15/12	GMA M-F 7-9am M-F 7-9am	CM	7-9am M-F	1-111--	:30	4	\$1,600.00	FX	0.00 NM	4	\$6,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		10/09/12	10/15/12	1-111--					4	\$1,600.00		0.00		
N 4	WXYZ	10/13/12	10/13/12	Action News SAT 6am Action News SAT 6am	CM	SAT 6-7am	-----S-	:30	1	\$500.00	P-2	0.00 NM	1	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		10/09/12	10/15/12	-----S-					1	\$500.00		0.00		
N 5	WXYZ	10/13/12	10/13/12	GMA SAT 7-8am GMA SAT 7-8am	CM	SAT 7-8am	-----S-	:30	1	\$900.00	FX	0.00 NM	1	\$900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		10/09/12	10/15/12	-----S-					1	\$900.00		0.00		
N 6	WXYZ	10/13/12	10/13/12	Action News SAT 8am Action News SAT 8am	CM	SAT 8-9am	-----S-	:30	1	\$900.00	FX	0.00 NM	1	\$900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		10/09/12	10/15/12	-----S-					1	\$900.00		0.00		
N 7	WXYZ	10/14/12	10/14/12	GMA SUN 7-8am GMA SUN 7-8am	CM	SUN 7-8am	-----S	:30	1	\$900.00	FX	0.00 NM	1	\$900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		10/09/12	10/15/12	-----S					1	\$900.00		0.00		
N 8	WXYZ	10/14/12	10/14/12	Action News SUN 8am Action News SUN 8am	CM	Sun 8-930am	-----S	:30	1	\$900.00	FX	0.00 NM	1	\$900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		10/09/12	10/15/12	-----S					1	\$900.00		0.00		
N 9	WXYZ	10/09/12	10/15/12	M-F 9a-10a M-F 9a-10a	CM	9-10am M-F	11111--	:30	5	\$800.00	P-2	0.00 NM	5	\$4,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		10/09/12	10/15/12	11111--					5	\$800.00		0.00		
N 10	WXYZ	10/09/12	10/15/12	M-F 10a-11a M-F 10a-11a	CM	10-11am M-F	11-1---	:30	3	\$800.00	P-2	0.00 NM	3	\$2,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		10/09/12	10/15/12	11-1---					3	\$800.00		0.00		
N 11	WXYZ	10/09/12	10/15/12	M-F 11a-12n M-F 11a-12n	CM	11am-12pm M-F	11111--	:30	5	\$1,000.00	P-2	0.00 NM	5	\$5,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		10/09/12	10/15/12	11111--					5	\$1,000.00		0.00		
N 12	WXYZ	10/09/12	10/15/12	12-1pm M-F 12-1pm	CM	12-1pm	11111--	:30	5	\$1,000.00	P-2	0.00 NM	5	\$5,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		10/09/12	10/15/12	11111--					5	\$1,000.00		0.00		
N 13	WXYZ	10/09/12	10/15/12	M-F 1p-2p The Chew	CM	1-2pm M-F	11111--	:30	5	\$800.00	P-3	0.00 NM	5	\$4,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		10/09/12	10/15/12	11111--					5	\$800.00		0.00		
N 14	WXYZ	10/10/12	10/12/12	M-F 4-5pm Dr. Oz	CM	4-5pm M-F	--1-1--	:30	2	\$1,200.00	P-2	0.00 NM	2	\$2,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		10/09/12	10/15/12	--1-1--					2	\$1,200.00		0.00		
N 15	WXYZ	10/09/12	10/15/12	5p News 5-6pm M-F	CM	5-6pm M-F	11-1---	:30	3	\$1,800.00	FX	0.00 NM	3	\$5,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		10/09/12	10/15/12	11-1---					3	\$1,800.00		0.00		



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Contract / Revision **310708** Flight Dates **10/09/12-10/15/12**

Hiatus Dates

Original Date / Revision 09/11/12/ 09/12/12

Order Sep 00:20:00

Advertiser **Michigan Democratic State** Product **MDSCC-SC**

Estimate # **1604**

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals	
														Spots	Amount
N15	WXYZ	10/09/12	10/15/12	5p News 5-6pm M-F	CM	5-6pm M-F	11-1---	:30	3	\$1,800.00	FX	0.00	NM	3	\$5,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/09/12	10/15/12	11-1---					3	\$1,800.00		0.00			
N16	WXYZ	10/09/12	10/15/12	6p News 6-630pm M-F	CM	6-630pm M-F	11111--	:30	5	\$2,000.00	FX	0.00	NM	5	\$10,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/09/12	10/15/12	11111--					5	\$2,000.00		0.00			
N17	WXYZ	10/09/12	10/15/12	7p News M-F 7-730p	CM	7-730pm M-F	11111--	:30	5	\$2,000.00	FX	0.00	NM	5	\$10,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/09/12	10/15/12	11111--					5	\$2,000.00		0.00			
N18	WXYZ	10/14/12	10/14/12	Early News Su Su 6-630p	CM	6-630pm Sun	-----S	:30	1	\$1,400.00	FX	0.00	NM	1	\$1,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/09/12	10/15/12	-----S					1	\$1,400.00		0.00			
N19	WXYZ	10/10/12	10/12/12	M-F 1205a-105a Jimmy Kimmel Live	CM	1205am-105am M--	--1-1--	:30	2	\$750.00	FX	0.00	NM	2	\$1,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/09/12	10/15/12	--1-1--					2	\$750.00		0.00			
N20	WXYZ	10/09/12	10/15/12	M-F 106a-206a M-F 106a-206a	CM	106am-206am	11111--	:30	5	\$400.00	FX	0.00	NM	5	\$2,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/09/12	10/15/12	11111--					5	\$400.00		0.00			
N21	WXYZ	10/13/12	10/13/12	SA 1130p-1230a Sa Greys	CM	1130pm-1230am	-----S-	:30	1	\$250.00	P-4	0.00	NM	1	\$250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/09/12	10/15/12	-----S-					1	\$250.00		0.00			
N22	WXYZ	10/13/12	10/13/12	SA 1a-2a SA 1a-2a	CM	1am-2am	-----S-	:30	1	\$175.00	P-3	0.00	NM	1	\$175.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/09/12	10/15/12	-----S-					1	\$175.00		0.00			
N23	WXYZ	10/14/12	10/14/12	Sports Update 1130-12n SU 1130p-12a	CM	1130pm-12am	-----S	:30	1	\$1,000.00	FX	0.00	NM	1	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/09/12	10/15/12	-----S					1	\$1,000.00		0.00			
N24	WXYZ	10/14/12	10/14/12	SU 12a-1a SU 12a-1a	CM	12am-1am	-----S	:30	1	\$250.00	P-4	0.00	NM	1	\$250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/09/12	10/15/12	-----S					1	\$250.00		0.00			
N25	WXYZ	10/14/12	10/14/12	SU 1a-2a SU 1a-2a	CM	1am-2am	-----S	:30	1	\$175.00	P-3	0.00	NM	1	\$175.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/09/12	10/15/12	-----S					1	\$175.00		0.00			
N26	WXYZ	10/09/12	10/09/12	Tuesday Prime B Tuesday Prime B	CM	9-10pm Tuesday	-T-----	:30	1	\$7,500.00	P-4	0.00	NM	1	\$7,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/09/12	10/15/12	-T-----					1	\$7,500.00		0.00			
N27	WXYZ	10/11/12	10/11/12	Thursday Prime A Thursday Prime A	CM	8-9pm Thursday	---T---	:30	1	\$4,000.00	P-3	0.00	NM	1	\$4,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/09/12	10/15/12	---T---					1	\$4,000.00		0.00			



WXYZ

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Contract / Revision     **310708**     Flight Dates **10/09/12-10/15/12**

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Order Sep    00:20:00

Advertiser    **Michigan Democratic State**    Product **MDSCC-SC**

Estimate #    **1604**

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals	
														Spots	Amount
N27	WXYZ	10/11/12	10/11/12	Thursday Prime A Thursday Prime A	CM	8-9pm Thursday	---T---	:30	1	\$4,000.00	P-3	0.00	NM	1	\$4,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/09/12	10/15/12	---T---					1	\$4,000.00		0.00			
N28	WXYZ	10/12/12	10/12/12	Friday Prime A Friday Prime A	CM	8-9pm Friday	----F--	:30	1	\$3,000.00	P-3	0.00	NM	1	\$3,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/09/12	10/15/12	----F--					1	\$3,000.00		0.00			
N29	WXYZ	10/13/12	10/13/12	ABC Saturday Night Foot ABC's Saturday Night Foot	CM	SA 8pm-1130pm	-----S-	:30	1	\$3,000.00	P-3	0.00	NM	1	\$3,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/09/12	10/15/12	-----S-					1	\$3,000.00		0.00			
N30	WXYZ	10/14/12	10/14/12	Sunday Prime A Sunday Prime A	CM	7-8pm Sunday	-----S	:30	1	\$4,000.00	P-3	0.00	NM	1	\$4,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/09/12	10/15/12	-----S					1	\$4,000.00		0.00			
Totals													75	\$91,450.00	